



# INDUSTRY-SPECIFIC BRIEFING KC SMALL BUSINESSES

## Surviving the World Cup Surge

### Overview

Kansas City and its regional partners will welcome hundreds of thousands of domestic and international visitors during the 2026 FIFA World Cup™. For local businesses, this moment presents extraordinary opportunity — and real risk if unprepared. Success will depend on understanding the global fan, scaling smartly, and delivering unforgettable experiences while protecting cash flow and operations.

### Industry -Specific

#### Hotels & Lodging

Hotels and Short-Term Rentals

### OPPORTUNITY

Kansas City area lodging businesses have the chance to introduce visitors to the Midwest for the first time.

### Global Visibility for KC Area

The World Cup will bring:

- International fans
- Corporate sponsors
- Media organizations
- Team staff and families

### Johnson County Advantage

Hotels in:

- Overland Park
- Leawood
- Olathe

may become preferred accommodations for:

- Corporate partners
- Families
- Visitors seeking quieter areas outside the urban core.

*Many guests will arrive through Kansas City International Airport and travel across both Missouri and Kansas during their stay.*

[DOWNLOAD THE  
KC GAME PLAN PLAYBOOK](#)



## THE REALITY

*Travel Demand is Strong — But Not Unlimited.* Economic factors affecting travel include:

- Inflation and higher travel costs
- Softening international arrivals to the U.S.
- Consumers seeking value and flexibility

*Guests Will Be Price Sensitive.* While some VIP travelers will pay premium rates, many fans will:

- Compare prices across cities
- Look for bundled experiences
- Expect transparency in pricing

*Hotels that provide clear value and exceptional service will win the most repeat business.*

## WIN THE CUSTOMER

Visitors will choose lodging that is:

- Easy to Book
  - Ensure:
    - Online booking works flawlessly
    - Mobile reservations are simple
    - Pricing is transparent
- Convenient
  - Provide:
    - Clear directions to the stadium
    - Shuttle options or transportation partnerships
    - Simple check-in/check-out processes
- Helpful
  - Your front desk becomes the visitor's guide to Kansas City.
  - Train staff to answer questions about:
    - Transportation
    - Dining
    - Attractions
    - Match schedules

## BUILD THE EXPERIENCE

*Travelers remember experiences, not just rooms.* Create a World Cup atmosphere within your property.

- Ideas include:
  - Soccer-themed welcome amenities
  - Watch parties for matches
  - International breakfast options
  - Partnerships with local restaurants or tour companies
- Highlight local culture such as:
  - Kansas City BBQ
  - Jazz heritage
  - Midwest hospitality

*Guests should feel they are experiencing Kansas City — not just staying in a hotel*

## MAXIMIZE THE REVENUE

*Use Strategic Pricing.* Avoid extreme price spikes that damage reputation.

- Instead:
  - Use tiered pricing (standard, premium, package)
  - Offer multi-night discounts
  - Bundle transportation or tours
  - Add Revenue Opportunities
- Consider:
  - Stadium shuttle packages
  - VIP hospitality packages
  - Late check-out upgrades
  - Food & beverage packages during match days

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## BE WORLD-READY

*International visitors may have different expectations. Prepare your team to:*

- Communicate clearly with non-native English speakers
- Understand international payment methods
- Provide simple printed directions and information

*Small details — signage, translated materials, friendly guidance — make a big difference.*

## FIVE THINGS HOTEL OWNERS MUST DO WELL

- Deliver Consistent Service
  - Clean rooms, friendly staff, efficient check-in.
- Manage Pricing Strategically
  - Maximize revenue without damaging brand reputation.
- Partner With Local Businesses
  - Transportation, tours, and restaurants increase guest satisfaction.
- Prepare Staff for High Demand
  - Staffing shortages are one of the biggest risks during large events.
- Capture Future Business
  - Collect emails, encourage reviews, and promote return visits.

STILL HAVE QUESTIONS?  
**CONTACT ECJC TODAY!**



*The World Cup is more than a few busy nights.*

It is an opportunity to:

- Showcase Kansas City hospitality
- Build international reputation
- Create repeat visitors

*The hotels that succeed will focus on service, partnerships, and smart pricing.*